

What Is Claimed Is:

1. A magnet roller (10, 40, 50, 60) having a plurality of magnet pieces (12, 14, 16, 18, 42, 48, 51, 52, 53, 54, 55, 56, 62, 68) mounted at the periphery of a shaft (20) by joining at joining faces,

wherein, in this magnet roller (10, 40, 50, 60), peaks (32a, 34a, 36a, 38a) of magnetic poles (32, 34, 36, 38, 49a, 49b, 49c, 49d) are generated on the lines of extension of the joining faces (13, 15, 17, 19, 45) by setting the directions of orientation magnetization (22, 24, 26, 28, 44, 49) of adjacent magnet pieces (12, 14, 16, 18, 42, 48) facing the joining faces (13, 15, 17, 19, 45), the respective joining faces (13, 15, 17, 19, 45) of the plurality of magnet pieces (12, 14, 16, 18, 42, 48, 51, 52, 53, 54, 55, 56, 62, 68) being made to coincide with roller radial directions.

2. The magnet roller according to claim 1, wherein the sum of the angles of the orientation magnetization directions (22, 28) of at least one set of said adjacent magnet pieces (12, 14, 16, 18) is set at  $30^\circ$  to  $140^\circ$ .

3. The magnet roller according to claim 1, wherein the orientation magnetization directions (44, 48) of at least one set of said adjacent magnet pieces (42, 14, 16, 48) are made to converge towards the outside of joining face (45).